

# Murfreesboro Downtown City Block Redevelopment

Call for Proposals

Pre-Proposal Meeting: March 1, 2017 10am

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DECEMBER 2016



# PROPOSALS

Proposals may be submitted in any format desired. Printed and electronic versions are encouraged. The proposal should include the following information:

- Name and background of the developer and its principals
- Executive Summary of Proposal
- Outline of development experience and financial capabilities
- Vision for the project addressed within context of City's vision
- Proposed project team
- Anticipated timeline for plan development and construction
- Incentives required to undertake the project

Applicants are requested to include any public financial information that it is willing to provide. Additionally, Applicants are encouraged to identify any other partners or participants that are anticipated to work on the project, such as architect, site planner, or general contractor.





# PROPOSALS (cont'd)

Applicants must demonstrate a strong track record of successful mixed use projects, urban redevelopment, and the ability to secure the equity and financing necessary to complete the project in a timely manner. Experience with urban redevelopment and integration of historic structures would be beneficial.

Review by City staff and its Gateway Commission will begin shortly thereafter. Proposals that are determined to be feasible and consistent with the City's vision will be submitted to City Council for consideration. A tentative time for review and consideration is shown in Timeline 2.

***Please note that all Proposals will be public records and open for review, reproduction, and public dissemination.*** Submission of a proposal to the City will be considered understanding and acceptance of this legal requirement.

The City reserves the right to reject all proposals and reopen the process, request additional information of all or any submitters, close the process, or cancel the process at any time.



# INTRODUCTION

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The City of Murfreesboro is inviting experienced developers to submit proposals for redevelopment of a full city block, approximately three acres, located directly adjacent to the City's historic Public Square.

This unique project will be a high profile undertaking and its location assures that it will have a major impact on the City's downtown landscape and future development. The project offers the developer an outstanding opportunity to complete a signature development in one of the fastest growing communities in the nation and directly in the heart of Tennessee.

The project site is currently owned by the City and all parcels within the block are fully assembled and ready to be transferred. The City is fully committed to fostering the highest quality of development that will enhance the downtown and surrounding community and is willing to discuss appropriate financial incentives designed to assure the project's goals are timely achieved.





# THE VISION

Community input and Council discussions clearly reflect a strong desire that development of the site serve as a signature project for the future of downtown and the surrounding area.

To that end, there is a desire for a creative mixed-use project on the site that may include retail, office, and residential elements. Most of the year, regular evening events pack the Public Square only a few steps from the project site. Franklin Synergy Bank, the current tenant, has expressed an interest in maintaining a presence on the site, and the demand for downtown residences is voiced weekly.

The interest and excitement surrounding the future of the site requires an innovative developer willing to partner with the community to create an entirely new future around a highly visible location in the center of a vibrant, growing community.

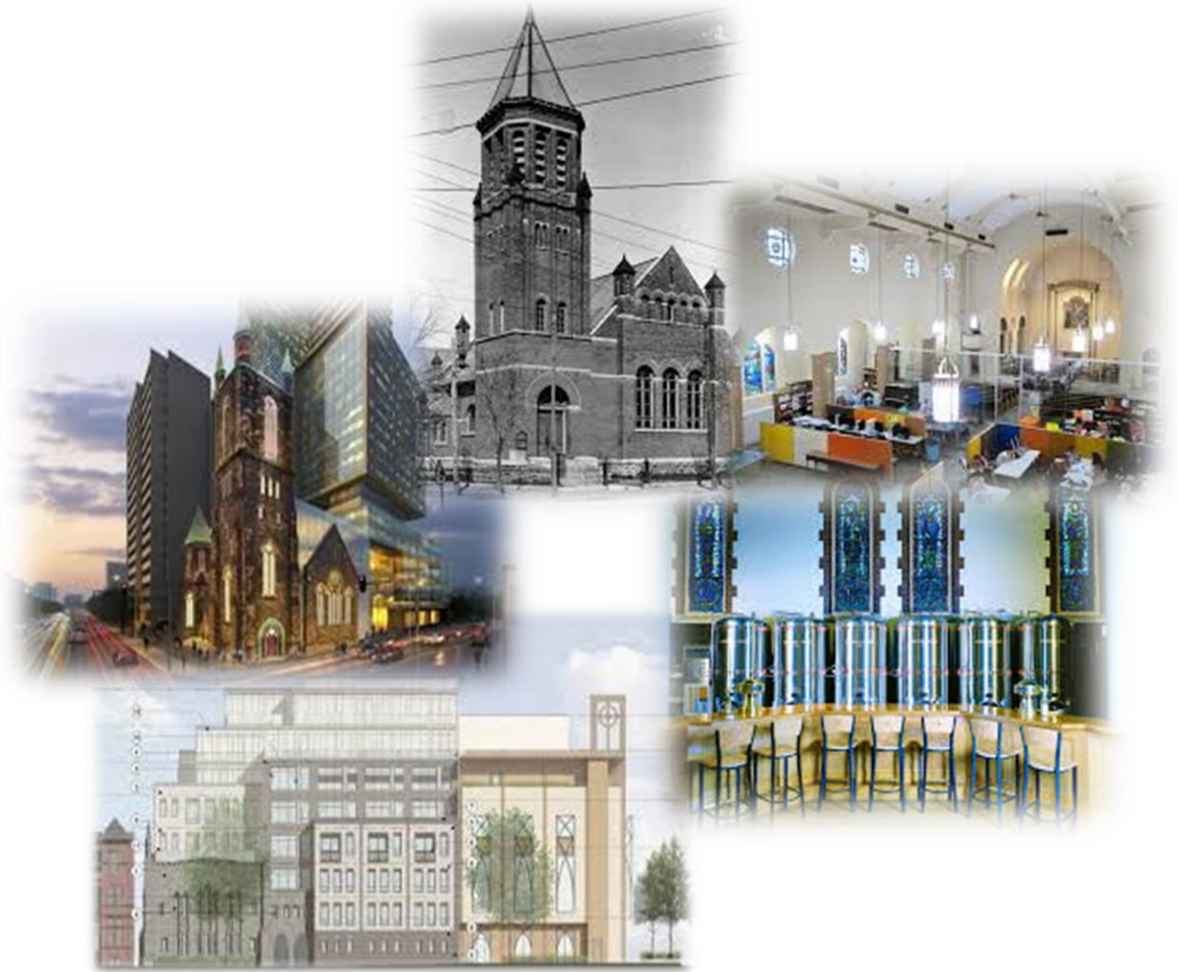


# THE VISION (cont'd)

Building height limitations have not been established and are subject to further discussions. As a reference, one block from the site Rutherford County is constructing a new six story Judicial Center. The City Center Building, located on opposite side of the Public Square from the site, is 16 stories tall.

While seeking creativity and innovation, proposals must also recognize the historic aspects of the property and the downtown area. The historic church, although not on any historic registry, is a city landmark and located one block from the City's Historic District. The church's bell tower is visible from some distance on major arterial roadways leading into the Public Square. Therefore, there is a requirement that the bell tower be preserved and incorporated into the project design. There is also a strong preference to repurpose the original sanctuary building; however, consideration will be given to other proposals, such as retaining the façade.

The site is located in dense, urban area. Therefore, parking will need to be integrated in to the design.





# THE MARKET

Murfreesboro's population is currently over 126,000, and the City is planning for a projected population of more than 260,000 in its urban area by 2035. Rutherford County is also projected to double during that period to over 500,000 people. Obviously, the area's potential is tremendous and ripe for development of new projects needed to service this growth.

The City is served directly by I-24 and I-840, with easy access to I-40 and I-65, making Murfreesboro a major transportation center. The City's historic antebellum County Courthouse is surrounded by a vibrant public square. In 2014, the average household income was \$68,788, which is 45% above the State's average. Retail sales in Rutherford County exceeded \$6.5 billion in 2015, and over four million square feet of retail space has been added in the last 10 years.

The Murfreesboro area was the 13<sup>th</sup> fastest growing community in the nation in 2014-15, and 5<sup>th</sup> in job growth, with an unemployment rate of 4%, which is well below state and national rates. The City's school systems consistently rank among the best in Tennessee, and it is home to Middle Tennessee State University, with over 23,000 students. Major employers in the area include Nissan, State Farm, Amazon, St. Thomas Rutherford Hospital, Bridgestone/Firestone, Asurion, Verizon Wireless, Johnson Controls (now Adeient), Taylor Farms, and Ingram Book Co.



# THE PROJECT SITE

The project site is owned free and clear by the City. It encompasses a full city block just off the historic public square and is bordered on all sides by two-way arterial streets. [Aerial 1](#) provides a view of the downtown area.

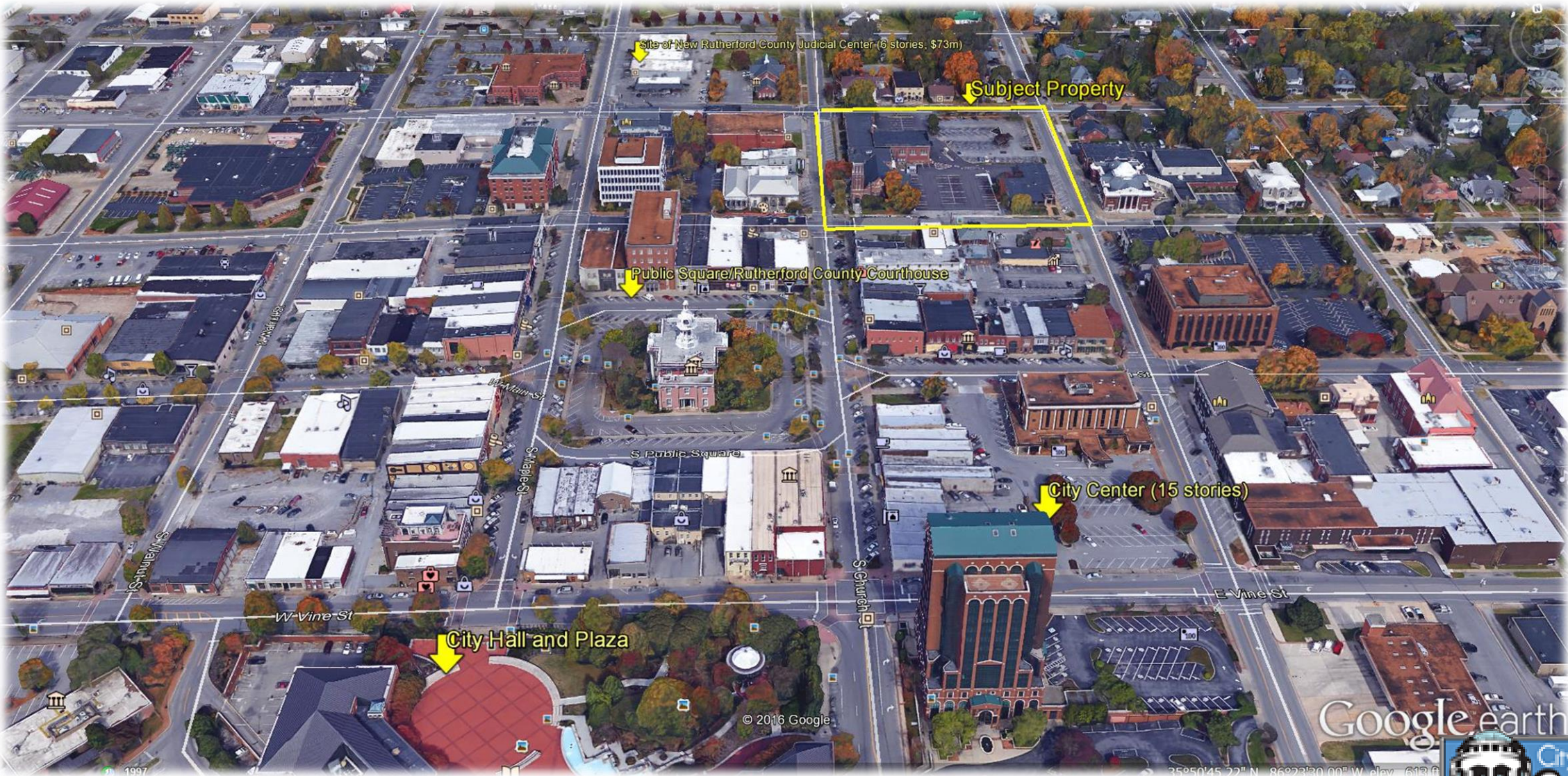
Access to the site will be enhanced upon completion of two nearby major roadway improvements. These are shown on Maps 1 and 2. The state is building a bridge over the intersection of Broad Street (US-41) and Memorial Blvd (US-231). This project is scheduled for completion by December 2017. The City is also enhancing downtown access from Broad Street directly to the project site with the reconstruction of Lytle Street. This latter project will foster redevelopment of the properties west of the project site.

[Aerial 2](#) shows the site, which is approximately three level acres. A 19<sup>th</sup> century church tower and sanctuary is located in the southwest quadrant. While important to the community, these buildings are not designated historic landmarks. Nevertheless, the City desires to preserve the tower and, if possible, repurpose the sanctuary. The education buildings that fill the western portion of the site, as well as the small building located in southeast quadrant, hold no historic significance.





# Aerial 1 Surrounding Area





# Aerial 2 Existing Conditions





# THE PROJECT SITE (cont'd)

There are no major easements or encumbrances that would impede significant development of the property. It is served by City utilities and has excellent transportation access. [Map 1](#) shows the major transportation corridors and [Map 2](#) provides an overview of the Downtown area.

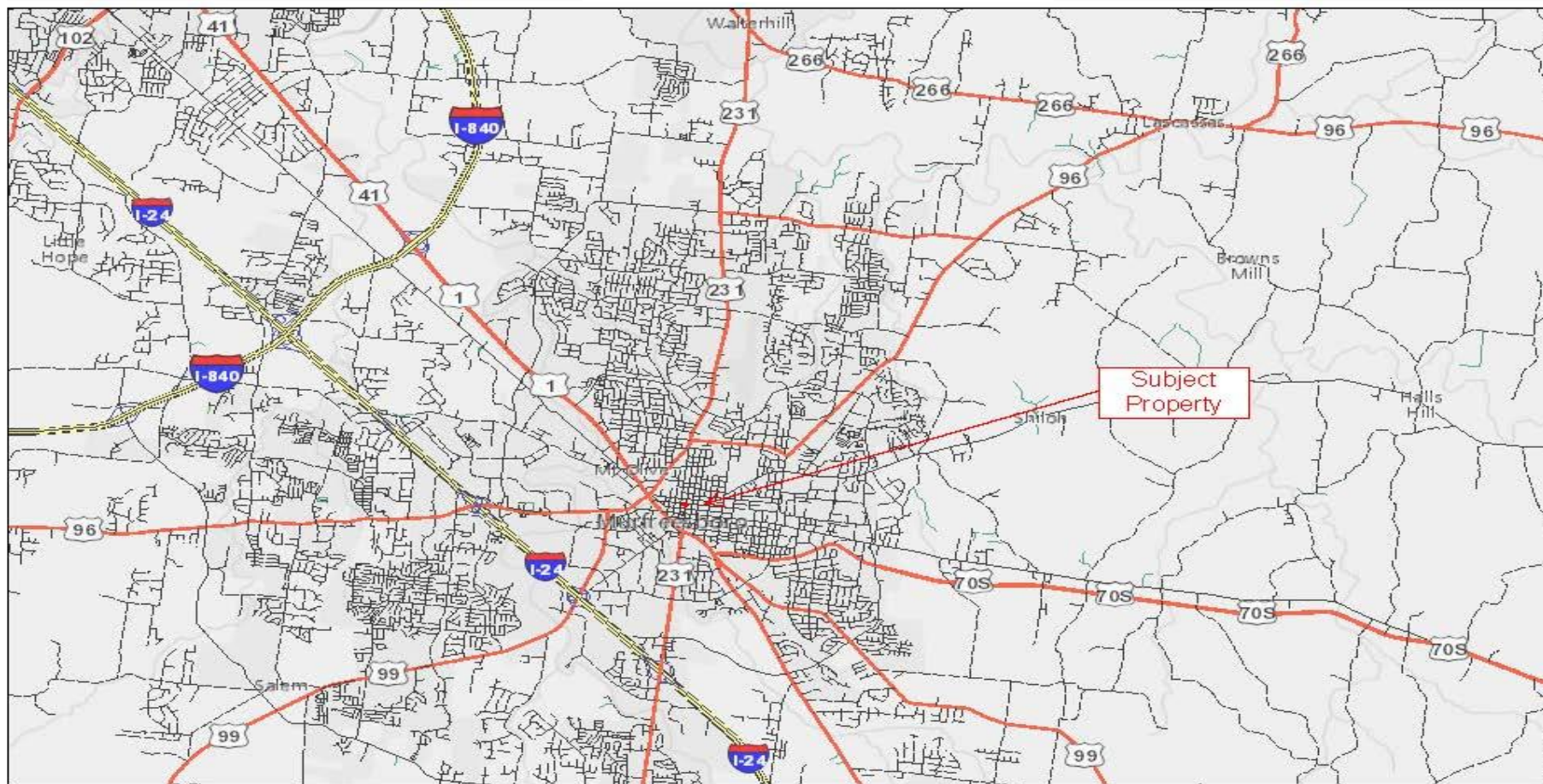
Currently, the City's land use plan allows for intensive development of the site. The site is zoned for General Office and Residential. The City will consider rezoning the site to accommodate a planned or mixed use development. [Timeline 1](#) reflects the process and approximate timeline for rezoning. Preliminarily, proposals will be reviewed by the City's Gateway Commission, which was established to review plans within the [Murfreesboro Gateway](#) mixed-use development corridor from I-24. Recommendations from the Commission will go to the Planning Commission and then City Council.

After acceptance of a proposal, City staff will begin working with the developer to prepare the appropriate rezoning request. All zoning requests are, however, subject to Planning Commission and City Council approval.





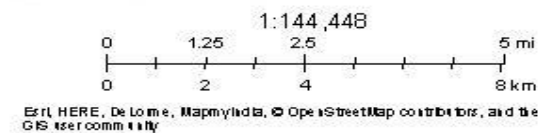
# Map 1 Major Transportation Corridors



October 26, 2016

**Street Centerline**

4WD	Ferry	Local	Other	Resource
Collector	Interstate	Major Arterial	Ramp	Service
	Highway	Minor Arterial	Recreation	Unknown



IT Department  
ESRI





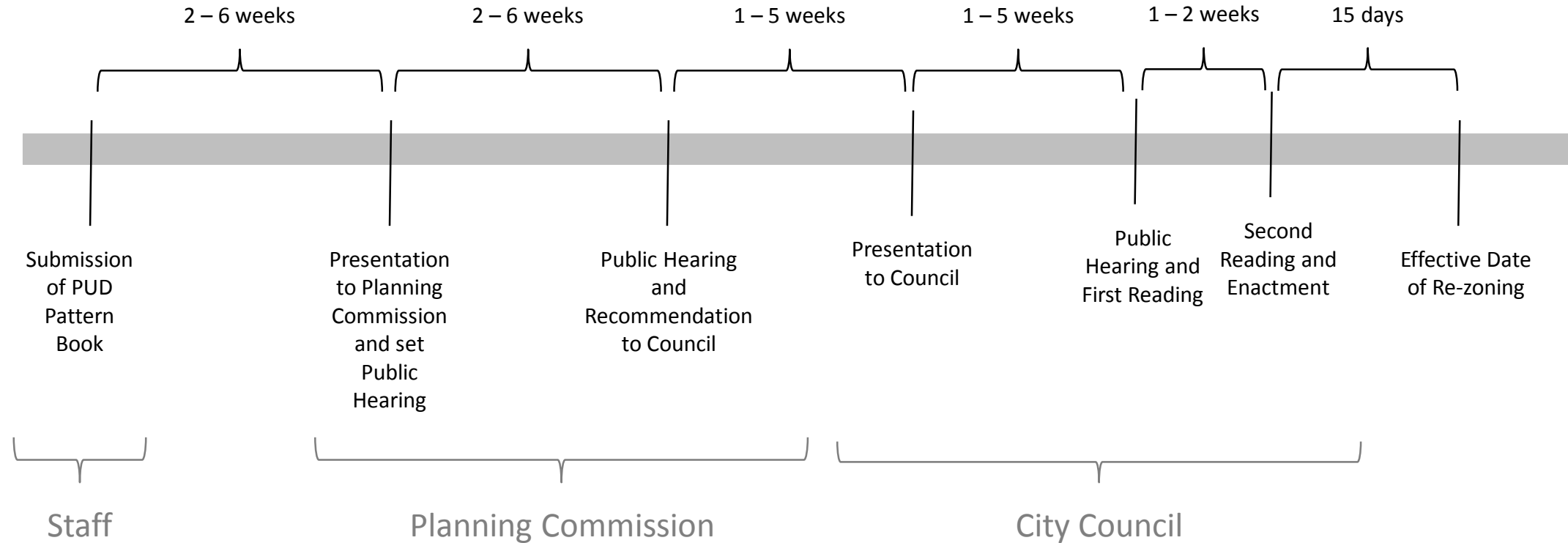
# Map 2 Downtown Area



### Neighborhood Analysis

SF Residential	Park
MF Residential	1/4 mile Park Radii
Section 8 Voucher	Vacant Land
Public Housing	Agriculture / Open Space
Commercial	Floodplain / Water
Grocery Store	Bike Lane
Civic	Sidewalk
School	Greenway
1/2 mile School Radii	City of Murfreesboro
	Rutherford County Land

# Timeline 1 Typical Re-zoning Timeline – Planned Unit Development



**Note:** All times are estimated and will be impacted by Applicant's responsiveness to staff, Planning Commission, City Council requests. Applicant will be expected to work with the community in the area impacted by the proposed development, which may alter the timeline. Commission and Council meetings are subject to adjustment for holidays and other events. Council may require changes before or after first reading and such changes may require a new public hearing or referral back to the Planning Commission.



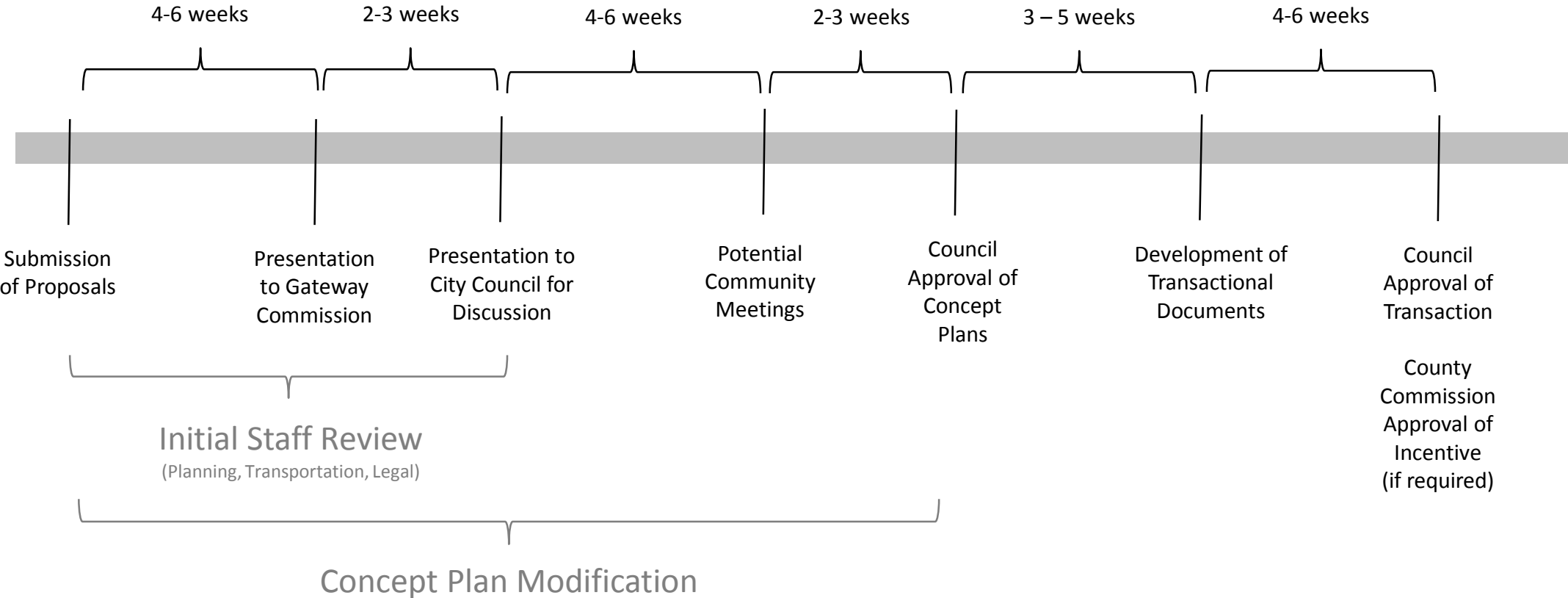
# INCENTIVES

The City is prepared to consider appropriate incentives that may be beneficial to realization of the community's vision for the Site. Incentives will be performance based and tied to the timely success of the project.

Incentives may include pricing of the site, tax increment financing, or participation in infrastructure enhancement, among other potential project enhancements. Proposals should reflect the anticipated net present value of a proposed incentive that may be required. The City Council and perhaps the County Commission, must approve any incentive prior to any commitment or reliance thereon.



# Timeline 2: Anticipated Review Timeline



**Note:** Anticipated steps may change. As with the Rezoning Timeline, all times are estimated and will be impacted by Applicant’s responsiveness to staff, Planning Commission, City Council requests. Applicant will be expected to work with the community in the area impacted by the proposed development, which may alter the timeline. Commission and Council meetings are subject to adjustment for holidays and other events. Council may requires changes before or after first reading and such changes may require a new public hearing or referral back to the Planning Commission.

